- big 6 spend $207 million [Brecher 1963] $171 million reported by TV Bureau of Advertising [Fortune 1963].

- Cheskin still testing ads for MARLBORO, doing "ocular measurements" and eye movements and competition among the ad's elements for attention. [Cheskin 1967, p237-8] [NOTE: this type of research is highly relevant to the questions of warning size, placement and required "conspicuousness."]

- Allen Miller, account exec for Brown & Williamson: "Next year cigarette companies will attempt to get a point of difference away from the taste and flavor theme, probably in the form of psychological or emotional approaches." [Printers' Ink, 12/22/61, p41 as quoted in Parker, 1966]

1962

- college marketing effort doubled in last 5 years. 20 brands active. Campus representatives with samples, contests for empty packs, newspaper ads in 850 college papers. [Brecher 1963]

- Nov.: President of National Association of Broadcasters, Leroy Collins, shakes industry in speech calling cigarettes a "serious hazard to health" and asking broadcasters to take "corrective action" especially against testimonials by athletes and those ads directed at young people. [Brecher 1963 and elsewhere]

1963

- Progressive Grocer study shows cigarettes eight times more profitable than other products in grocery and supermarkets. (P. Lorillard trade ad)

- Jan: Industry looks forward to a substantial increase "among the teenagers...(who) have not been much impressed by any anti-smoking campaigns" according to regional studies. Gilbert Research reports that smoking rates are up from 25% two years ago to 35% now for ages 13 - 19, with 44% of graduating seniors smoking. This is a 40% increase in two years of teenage smoking. "Nobody young worries much about some disease they might get forty or fifty years from now." Fortune notes that "Cigarette ads often portray and seem to be pitched directly at young people." [Fortune 1963, p120]

- American Tobacco runs campaign "LUCKY STRIKE Separates the Men from the Boys..But not from the Girls" with winning race car driver being admired by youths. Despite smaller print statement that "smoking is a pleasure meant for adults" it is judged by many that this ad is meant to appeal to youth. [Whiteside 1975]

- Lorillard spends $35 million on ads. Cost of launching new brand estimated

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at $10 MIll. [Fortune 1963]

- King sized PALL MALL becomes the sales leader, growing throughout the 1950s, because people "receptive to the argument that tobacco itself filters the smoke." [Fortune 1963]

- "Nowadays all allusions to the health question are models of indirection." VICEROY's "thinking man's filter" , KENT never explains what is new about new 1963 filter, PARLIAMENT gives an "extra margin" (of implied safety), TAREYTON dual filter has no special claim, RJReynolds new (and to fail) BRANDON has an equally mysterious filter. [Fortune 1963]

- Cigarettes sponsor the two most popular medical shows: Ben Casey, Dr. Kildare. [Brecher 1963]

- TIRC (Research) criticized for modest scope, spending less that 1% of industry's ad budget. For 1963, only $800,000. [Leaf 1964]

- Printers' Ink anticipates industry meeting new regulations with "subtle changes" largely invisible to the public. [Leaf 1964]

- PHILIP MORRIS sign counsel Arnold, Fortas and Porter as law firm. Fortas a personal counsel and confidant to President Johnson, and his first choice for Supreme Court. This relationship caused suspicion in press when Johnson message to congress on public health has conspicuous absence of reference to cigarettes. [Drew 1965]

- J. Walter Thompson marketing research department does yet another tracking study for L&M (Phase V) and presents 60 pages of tables and charts covering "brand images among users, non users, L&M trends, brand attitude ratings, slogan identification, advertising awareness, [copy test] advertising points recalled, brand shares broken out by age, sex, income, education, etc, same for non-filters.. Find: about half of respondents recall specific copy points. Of all brands, remaining CHESTERFIELD smokers show the least health concern, awareness, etc. [Question: Is this because of attrition out of those who were concerned? No comment in report, perhaps because done for L&M brand.] [RC-6028535 ff, Confidential]

- Tattoo disappears from MARLBORO, and cowboy becomes permanent centerpiece to campaign theme. [Lohof 1969]

- TAREYTON starts "Us Tareyton Smokers would rather fight than switch" featuring black eyes as campaign trademark. NEWPORT ads feature people smoking while bathing in the surf.

1964

- SURGEON GENERAL'S REPORT - Smoking and Health: Report of the Advisory Committee to the Surgeon General of the U.S. Public Health Service.

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- Tobacco industry forms a committee of lawyers that met "almost daily" this year and "planned the industry argument..and deeply involved itself in the maneuvering in Congress...wrote testimony, drafted bills and amendments, served as central casting for witnesses...fed friendly congressmen statements and questions," [Drew 1965 - "The Quiet Victory of the Cigarette Lobby: How it Found the Best Filter Yet - Congress"]

- This same lawyers committee drafts "self-regulation" to "cut the appeals to children and stop saying or implying health..no more college media or comic books..no more testimonials from athletes (but athletic programs continue) ... models must be 25 ... no advertising on programs "primarily" aimed at children. [Drew 1965]

- [date?] Hill & Knowlton, PR firm, sends a quarterly publication Tobacco and Health Research to more than 100,000 physicians. [Whiteside 1975]

- in 1962-1964 period, 87 and 88th congress, tobacco lobbies successfully defeat 14 House and Senate bills and resolutions seeking warning labels, disclosure of tar and nicotine or filter effectiveness or empowering FTC. [Wegman 1966, 726n]

- Bantron (and other anti-smoking products) re-launched with $150,000 budget. Bantron encouraged because some magazines now allowing entry (e.g. Popular Mechanics) after previous boycott attributed to pressures from cigarette manufacturers. [Advertising Age 1980]

- June 22, FTC wants both packs and ads to contain strong warning ["Dangerous ... Death"] beginning in 1965. This gets watered down to just weaker message and just on packages. [Doron 1979] FTC also expressed concern re: "continually projecting an image (of cigarettes) ... as socially desirable ... consistent with good health ... with great impact on impressionable young minds." [Parker 1966] FTC proposes (without success) ban on "words, pictures, symbols, sounds, devices or demonstrations or any combination thereof that would lead the public to believe cigarette smoking promotes good health." [Fritschler 1969]

- Printers' Ink sees a clear path for life style ads. "It'll be tough for the government to prove that people are having fun because of, not in spite of, the cigarettes they smoke." [Leaf 1964]

- Broadcasting and advertising leaders demonstrate serious concerns. David Ogilvy (Ogilvy and Mather) and William Bernbach (Doyle, Dane Bernbach and leader of the 1960s "creative revolution") announce that their agencies will NOT take cigarette accounts. Nelson Foote resigns as Chairman of McCann Erickson in protest when they will not do likewise. CBS asks producers to minimize smoking in shows, and Frank Stanton urges network to cancel cigarette ads. [Fox 1984]

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- LUCKY STRIKE product line extension now has seven forms, variations of length, filters and menthol or not: regular, regular length filter, king size filter, regular menthol, 100mm, king menthol filter, 100mm menthol filter. [Sobel 1978, p203]

- Cheskin [1967] still testing ads for PHILIP MORRIS for "ocular" properties.

- National Association of Broadcasters - Industry Cigarette Advertising Code: Announced in April 1964, but not effective until Jan 1, 1965. Specifies: no college promotions, or on shows directed at people under 21, no samples to young. Ads should not represent smoking as "essential" to social prominence, success or sexual attraction, no use of athletes. Models must be 25. No testimonials from athletes, celebrities with "special appeal" to youth. No depiction of physical activity requiring stamina "beyond normal recreation".

- KENT features couples both dressed in pure white.

1965

- Cigarette Labelling and Advertising Act (July 27) called "more of a victory for cigarettes than for health" by academic analyst. State and local action blocked. Warning mild compared to FTC: "may be hazardous" vs "is dangerous and may cause death." FTC handcuffed for four years, and other agencies like FCC also prohibited from taking action. Industry decides location of warnings. Advertising explicitly excluded, "No statement shall be required." Final bill supported by tobacco senators. Passed quickly when only potential author of minority view was away on flight. Columnist Drew Pearson calls it "steamrolling." Senator Clements, tobacco lobbyist and another friend of President Johnson, credited with this success. He was acting majority leader, campaign fund manager, etc. Daughter was Lady Bird Johnson's social secretary. [Fritschler 1969, p24, 120-124.][Also Miles 1982]

- New York Times calls the Act a "shocking piece of special interest legislation." [New York Times 1965]

- [Drew 1965], "The Quiet Victory of the Cigarette Lobby: How it Found the Best Filter Yet - Congress," describes it as "an unabashed act to protect private industry from government regulation...tied the hands of the FTC...and prohibits state and local governments from taking any action on cigarette labelling or advertising."

- RJReynolds sponsoring 21 different TV shows, including: Danny Kaye, Andy Williams, Jimmy Dean, Jonathan Winters, Hollywood Palace, Get Smart, McHales Navy, Beverly Hillbillies, The Virginian, F-Troop, To Tell the truth, Password, I've Got a Secret, Saturday and Sunday Night at the Movies, Today Show, AFL Football and Wide World of Sports. [Miles 1982]

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- Senator Warren Magnuson complains when cigarette sponsorship (KENT) of Ed Sullivan show features American debut of Beatles, exposing millions of teens. [Printers' Ink 1965, p33]

- FTC writes to National Association of Broadcasters to determine what steps they have taken "to assure that cigarette advertising will not defeat or frustrate the provisions and objectives of the 1965 Cigarette Labelling and Advertising act." [National Association of Broadcasters 1966, The Code Authority, Report - CONFIDENTIAL RC - 6007585 ff]

- Nelson Foote, ex-Chairman of McCann Erikson testifying re: Magnuson bill: "I don't think any real gain will be made on the health front until you make cigarette advertising self-defeating.' [Miller and Monahan 1966]

- LUCKY STRIKE starts "I'll eat my hat" campaign with bite gone from hat as trademark.

1966

- "Over the years many (ads) ... implied a powerful tranquilizing quality...A group of commercials done in pre-code days for SPRING cigarettes became widely known in the industry as the "suicide series" (for its vivid contrast between apparent depression and manic pleasure response to cigarette - eg. woman in railway station in dead of night)...CAMEL commercials showed the first deep drag virtually quieting hurricanes at sea." [Blum 1966]

- American Cancer Society and others press FTC to lift its ban on tar and nicotine advertising, as it is reported that filtered version of PALL MALL, CHESTERFIELD and LUCKY STRIKE each produce more tar and nicotine than the unfiltered version. [Miller and Monahan 1966] (These two publish almost an article a year in Reader's Digest from 1958 to 1966, see Calfee 1985 for all citations.)

- March 25. FTC sends letters to all manufacturers and Meyner, Administrator of the Cigarette Advertising Code, allowing tar/nicotine information so long as "no collateral representation are made..[re:] reduction or elimination of health hazards and 2) data comes from standard Cambridge Filter Method. [T0023155] Industry "self regulation group vigorously objected." Industry reaction "remarkable...stuck with position the FTC has forsaken" arguing for no tar and nicotine info. But Lorillard, with KENT sales hurting and a new low-tar brand TRUE in the wings, withdraws from the industry self-regulation Code. [Calfee 1986]

National Association of Broadcasters - Code Authority
[National Association of Broadcasters 1966, The Code Authority, Report - CONFIDENTIAL RC - 6007585 ff]

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- National Association of Broadcasters Code authority requests all current commercials from all manufacturers on April 13, to "determine to what extent or in what manner it (The Code Authority) should become more directly involved in the evaluation of broadcast cigarette advertising" They have a TV code and Radio code with brief statement re: health and appeals to youth. The industry code, announced April 1964 but effective Jan 1, 1965, administered by Gov. Meyner. The confidential report expresses serious concerns about cigarette advertising making smoking attractive to youth. in violation of Code Authority's publicly professed goals. While the interpretations "appear to have been enforced rigorously and with a reasonable amount of consistency....some may seem to the outsider to be arbitrary and subjective without direct bearing on the overall impact of the advertising." [rc - 6007590]

- Claimed National Association of Broadcasters impacts include:
[paraphrased]

a] rejecting certain types of pleasure reactions, prolonged smile, signs. reducing puffing, time devoted to inhalation,

b] health references excluded include mental re: stimulant, sedative, or transformative (nervous man relaxes),

c] uniformed professionals out (police, firemen),

d] scenes of special risk and danger thought to be unacceptable, e] athletic scenes OK if smokers are not seen participating, or an interval between participation and smoking,

f] no sports announcers to do first person copy, or use rhetorical questions or imperatives.

h] recognizable rock 'n roll tunes out,

i] claims for innovativeness of filter unacceptable unless medical proof,

j] for menthol, scenes showing cigarette in ice or snow are unacceptable,

m] the amount of newborn live shown in SALEM spots has been cut back.

Media placement rule prohibits where 45% of an audience is under 21.
[National Association of Broadcasters 1966, Confidential]

- Inventory of 1966 ads [148 TV, 224 radio for 40 brands and 7 manufacturers] put through a content analysis by National Association of Broadcasters staff. Findings: Almost all use JINGLES, and virtually all show smoking behavior on camera. Of the 148 TV spots, themes evident were Athletic behavior [12], physical fitness [19], romantic appeal [19], sports setting [21], rugged outdoor life [29], nature setting [32], adventurous [40], humorous [44], virility [36].

-- National Association of Broadcasters comments on "techniques... possibly vulnerable to future criticism" and questions:[paraphrased]

A] Should any athletic endeavor be depicted.

B] A number of brands encourage "all day" smoking

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C] Ads for Filters which are not actually effective.

D] "Good Life" appeals - "through association smoking itself is enhanced and made to seem a contributor to these aspects of life." eg. PARLIAMENT: "the right place, the right time, the right people, the right cigarette."

E] Hero images, eg. MARLBORO man, CAMELS' lumberjacks, steel workers, glamorous masculine activities.

F] Jingles, especially rhythmic to attract young people

G] Nature settings..."pristine water... springtime fresh... exploit rejuvenative aspects of nature though showing of newborn animals, young plant life, ..springtime itself ... "may understandably convey a false sense of security in the mind of the smoker."

H] Popularity - "CAMELs - Join the millions of men" or "Show us your LARK" which "inevitably compels the attention of young people."

I] Premiums - especially musical instruments, pets or sporting equipment...considered to have particular appeal to young people.

J] Romantic appeals - less common in 1966 than earlier, but also seen problematic "in light of the importance young people place upon romance."

K] Smoking on Camera - worried about role modelling and precipitating habituated reaction, without thinking.

L] Sports programs, sponsorship - again concerned with "the overall impact on young people.

M] Use of "mild, light" "possibly create an impression in the mind of the viewer that the tobacco is low in tar and nicotine. Some persons, including representatives from a cigarette company, have expressed the view to the Code Authority that this language confuses and possibly misleads the smoker. By contrast, the Cigarette Advertising Code believes the words are limited to the taste, rather than the content, of the smoke."

IN SUM, "despite changes..the cumulative impression..smoking is made to appear universally acceptable, attractive and desirable....Smoking is talked up, and about, with great enthusiasm...Throughout the broadcast day, smoking is presented as an integral part of different persons' social and sometimes professional lives....To the young, smoking indeed may seem to be an important step towards, and a help in growth from adolescence to maturity. [National Association of Broadcasters 1966, The Code Authority, Report- CONFIDENTIAL RC - 6007585 ff]

- Industry insider reports (later) that four months after the Code was formulated "Viceroy ads featured young tennis players lighting up after a hot game. Salem showed a young couple playing giggling games alongside a waterfall..A TV Commercial producer admitted it didn't matter how young the models looked, or how youthful were their action , so long as they possessed "over 25" birth certificates. In fact. his quest now is for older models who

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look young." [Baker 1968, p116]

- "The code does, according to Meyner, have two main goals: 1) to prohibit advertising appeals primarily directed to persons under twenty-one, and 2) to prohibit cigarette advertising making health claims." ... Is it changing the face of advertising? "Its face, and probably its heart as well, seem totally unreformed... very few major campaigns...that really have changed in ways that are instantly noticeable." [Blum 1966]

- Actions taken by Meyner and Code: removed "science fiction labels Micronite, Selectrate, Deep-Weave, Fortified, and Activated...However, even when alerted to the fact that such copy changes are taking place, most readers and viewers are at a loss to find them." Some required changes mysterious, and small in import, e.g "no one seems sure why PARLIAMENT is forbidden to speak of 'its recessed filter' but is permitted to refer to its 'filter that is recessed in.'" (same for Tareyton charcoal filter.) [Blum 1966]

- Bottom line on National Association of Broadcasters Code: 'primarily' at youth' and 'essential' to success etc. were two key qualifications that nullified any potential for the code. It actually operated more as a public relations exercise than a meaningful redirection for cigarette advertising according to Braren from New York office who later resigns and "whistle blows" in 1969.

- Cigarette salesman quoted: "We're not trying to sell cigarettes, we're selling a way of life, an exclusive club which has its own song, its own passwords, and a membership of millions. You say 'Come on over to the L&M side.' You talk about 'MARLBORO Country'; you form an in-group of 'Us VICEROY Smokers' and create an image of the swinging people who smoke your brand. We're saying 'Look attractive, feel at ease, smokes BURPOS with the filter of straw or that carcinogenic taste, and you'll never again be lonely." [Blum 1966]

- cigarette advertising expenses nearly $230 million. [Advertising Age 1980]

- BENSON & HEDGES campaigns begins, by Wells Rich and Greene, showing humorous problems of the extra length of 100mm cigarette. Not first into market, as PALL MALL spending $14 million to sell "luxury length." Big impact of new "creative shops" vs. older slogan school of advertising. These new style of TV ads were warm, real, funny and, like Bernbach's "LEMON" for Volkswagen, poked fun at the product - a refreshing change from the typical. [Galanoy 1970] Suggested by FTC and others that humor, laughter, jingles, etc. used to deflect health anxiety.

- Sen Clements, after two years a lobbyist, becomes director of Tobacco Institute. — [Fritschler 1969, p24]

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1967

- June 30, FTC Annual Report: The first, finds "virtually no evidence that the warning statement..has had any significant effect. [p4]", begging question of how "conspicuous" was operationally defined by advertisers. Reiterate their 1964 statement.."So pervasive is cigarette advertising that it is virtually impossible for Americans of almost any age to avoid.." Comments on the high frequency of "associative themes" like PURE SCENE or VIGOR. "It is perhaps NOT outstanding (as it otherwise would be) that an estimated 58% of the public feel that current cigarette advertising leaves the impression that smoking is a healthy thing to do.[p17]." They also note assuaging anxiety through humor, filter talk.

- John Banzhaf III files Fairness Doctrine complaint with FCC, upheld in 1969 but not before taken all the way to the Supreme Court. [Doron 1979] "... about a dozen petitions filed to get FCC to rescind Banzhaf's request, on behalf of all 3 major networks, the National Association of Broadcasters, six major tobacco companies, the Tobacco Institute. [Whiteside 1975]

- FTC seeks congress to require tar and nicotine content info on packs. Publishes first test results in annual report. [Doron 1979]

- CAMEL "Walk a Mile.." revived after 25 year lapse [Advertising Age 1980]

- Tobacco Institute signs Tiderock Corp. (Rosser Reeves, ex head of Ted Bates agency where he handled Brown & Williamson work) for $437,000 (Sweeney 1968) When interviewed by New Yorker, the reporter (Whiteside) "never did get him to tell me exactly what it was doing for the Institute," but does credit him with a key role in 1968 True magazine scandal. [Whiteside 1975]

- Research is done for Tiderock by Ted Bates research department suggesting importance of "reassurance" strategy, not "restoring controversy" as smokers want dissonance reduction, not exposure to differences of opinion. [Bates memo, Dec. 1967, T 13369 ff]

- Tiderock recommends $4.7 million communications program, NOT including media costs. Includes $265,000 for just pre-test of a series of ads later brought together in booklet "The Cigarette Controversy." Bates prepares eight print, two TV ads, apparently rejected after pre-tests. Two Tiderock ads published, a highlighted Barron's article "Dangerous Lengths" and a half-page, in a large number (63) of newspapers, inviting readership of Dec. 1967 TRUE. The ad was not signed, provoking criticism for third party appearance. Tiderock later draws up plans for $30 million campaign (1968). Other projects by Tobacco Institute contemplated over the next few years, but many abandoned. [Media Advertising - A Review, July 1977, Confidential T25786ff]

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Source: https://www.industrydocuments.ucsf.edu/docs/lnbl0000

1968

- June 30, FTC Annual Report: Counts 73 TV programs sponsored, appearing 296 times during Jan 1968. Estimates using exposure data like media planner would an exposure rate of over 66 times per month for adults, and over 60 times per month for teens (not to mention POP displays, billboards, etc). Finds big (40%) increase over 1967 estimates. Finds anti-cigarette ads 59 times in same Jan 1968 period. Because these often run late night, off hour, they hit smaller audience. Media exposure estimates are that smoking ads exposures outnumber anti-smoking by 16.8 to 1 for total exposures.

- FTC report exposes scandal; re: planted story in Jan 15 TRUE and National Enquirer ("Cigarette Cancer Link is Bunk"). Two different authors were in fact the same person, a sports reporter, paid $500 in advance and $1500 later by Tobacco people and fed material by Tobacco Institute, and within a couple of months to join staff of Hill & Knowlton who, by using Tiderock and Barash, stay at arms length. TRUE editors divided, one saying: "I find it completely biased and, if not actually hogwash, pretty damn misleading." Another commented: "The result is the purest trash - dated, biased, and without present justification." [Whiteside 1975] Tobacco Institute ordered reprints, mailed to Doctors, educators, teachers, researchers, congress. Obtained American Medical Association list under false pretenses, pretending for TRUE circulation, and done through Barash agency. Cost $175,000. [Fritschler 1969]

- Before publication, TRUE article heavily promoted in ads in daily press. 608,000 reprints of TRUE article mailed, including 184,647 doctors, apparently from TRUE editors, but in fact by TIDEROCK who also paid for the newspaper ads. Tobacco Institute separately ordered 200,000, 65,100 and 135,000 on top of this. (Total well over a million) [Whiteside 1975]

- Tiderock pays bill of $67,146, although placed through a Ted Barash and Co. Tiderock pays for mailing, "editor message" attachment. FTC concludes that these "are not the acts of an industry either confident of its facts nor solicitous of its reputation." - [FTC Annual Report: 1968.]

- in one typical week, cigarette advertisers spend about $3 million just in telecast 3,000 commercials for 38 different brands, and this is based just top 75 markets out of 274 in US. [Baker 1968, p113]

- Canadian advertising men form satirical "More or less Honest Manufacturing Company" to promote LESS cigarettes - "If you can't quit, smoke LESS," "It's worth more to get LESS." [Baker 1968, p115]

- Industry insider writes expose': commenting on the "good for you" message implicit, hardly subtle but legally defensible, in slogans like "You'll feel better..with the taste of KENT" or "You've got a Good thing going" or "Change to Winston and You Change for Good." Also critical of PALL MALL and CHESTERFIELD mildness claims since both are among the highest in nicotine

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Comments on the partial truthfulness of TRUE ads which report data as if all cigarettes were tested, whereas only 12 of 36 brands were in comparison group. The Cigarette Advertising Code is referred to as "The Phantom Code." Notes ads on TV shows with youthful audiences: Daniel Boone, Red Skelton Show, Beverly Hillbillies [at one time Beverly Hillbillies drew 28.8% of all children in US between 2 and 12, Blum 1966], Man from UNCLE, Jackie Gleason. Lastly, notes the hypocrisy when tar/nicotine content are listed with disclaimer that "No health claim is intended or implied by this listing" ... "another permissable lie presented to youngsters as an adult standard of moral integrity." [Baker 1968, p113-121]

- anti-smoking spots go into high gear. Tony Randall, Tony Curtis urge "I Quit!" campaign. MARLBORO satirized with gunfighter unable to draw because coughing. Perry Mason prosecutor, William Talman, most famous because well known and he died of lung cancer six weeks after shoot and by the time spot was aired. Sobel 1978] Variety reports that actors reluctant to appear in Cancer Society spots for fear of losing work from cigarette companies and ad agencies. [Glatzer 1970]

- Draper Daniels, adman quoted: "(facetiously hostile) "So here we are today, 'The Ugly Americans' finally identified - manipulators of men's minds, immoral, martini-drinking public liars, merchants of lung cancer."..."If cigarette smoking is indeed a cause of lung cancer, then the advertising of cigarettes should be forbidden by law. Until that time..."[Baker 1968] [NOTE: contrast with Daniels' more contrite comments in 1974 biography.)

- Smith, Barney (New York finance house) sees "some incentive for the cigarette industry voluntarily to discontinue radio and television commercials" (to lesson political pressure, free funds for diversification, stop anti-smoking messages.) [Schuster and Powell 1987, and elsewhere]

- VIRGINIA SLIMS launch into San Francisco monitored by weekly telephone ad recall tests and trial data to match up with sales and distribution data. Find top-of-mind awareness higher than any other leading brand, and high impact for Good Housekeeping, but disappointing sales projections. [NOTE: This report is Philip Morris' own, not an ad agencies, indicating the depth of their own skills and staffing. Security concerns would suggest internalization of market research functions like this.] [CONFIDENTIAL, Exhibit P-4, Sept. 19, 1968 memo to Saleeby from J. Faberman re "Virginia Slims Consumer Study."] Separate memo of Sept. 17 to J. Landry shows after just three weeks of advertising 56% of all women smokers recalled ads...and "advertising recall, trial rate and conversion are for VIRGINIA SLIMS are all impressively high"[CONFIDENTIAL, Exhibit P-20]

1969

- March 5, Philip Morris marketing research department reports "tenth time since the fall of 1966, we have conducted telephone interviews with 40,000+ people" [a massive effort] studying "incidence of smoking, trends in types

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and brands, trial and switching, advertising recall, demographics, and implications for a new brand LIDO." Includes information on all brands, but depth of data on ad recall for PARLIAMENT and VIRGINIA SLIMS by calendar quarter. [CONFIDENTIAL Exhibit P-8, inter-office memo March 5, 1969 to Cigarette Marketing Group]

- June 30, FTC Annual Report: concludes: "warning statement..has not significantly changed attitudes or habits during its three and one half years of existence....one billion dollars worth of advertising have negated and nullified..."

Critical of PARLIAMENT "extra Margin" for suggestion that filter reduced health hazard. Notes CHESTERFIELD "silly millimeter longer" campaign as humor to diffuse anxiety ala BENSON & HEDGES "disadvantages."

June 10 Warren Braren of National Association of Broadcasters appeared before House Committee and informed them that he had been asked to resign as Code Authority Manager of New York office on May 1. He reports that as April 16, 1968 "the Code Authority ceased trying to formulate its own policy on cigarette advertising, and broadcast self-regulation became synonymous with trade association lobbying." [FTC Annual Report]

- June. Broadcast industry embarrassed when Warren Braren, New York manager of Code Authority office testifies to House Committee that whereas Congress has been informed that active and effective self-regulation existed..the fact was that there was no continuing review, nor had there been since April 1968. In 1967, Code Authority members had been cautioned by their Board not to be "too rigid" in interpreting guidelines and "When in doubt, O.K. it." [Whiteside 1975, p87-88]

- Fairness Doctrine upheld in Supreme Court; actual, one anti-smoking ad for every 4.4 cigarette ads [Schuster and Powell 1987] These ads estimated to be 5 and 1/2 times more potent than cigarette ads and widely held to be very impactful and threatening to industry [Hamilton 1972].[O'Keefe 1971]

- One anti-smoking spot for every 4.4 cigarette commercials - NOT equal time, [FTC 1969 annual report, also Miles 1982] FCC requires max. ration of 5 to 1, cigarette to anti-cigarette spots. [Teel 1979]

- 80% of RJReynolds budget in TV (Wagner 1971)

- Many tobacco executives reported to want to volunteer to get off TV because high costs, political visibility, and impact of Fairness Doctrine. (Sobel 1978)

- American Cancer Society spokesman quoted: "Let me tell you quite frankly that the cigarette companies would dearly love to pull out of (TV) advertising." [Glatzer 1970]

- July 22. Cullman, President of PHILIP MORRIS, representing the nine leading manufacturers, promises to end radio and television ads, not by 1973 but by

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September 1970 if granted immunity from anti-trust laws for restraining trade. Further, if broadcasters would release from contracts, manufacturers were prepared to get off the airwaves by Jan 1. Brilliant tactics for suddenly their role was one of bystander as the broadcasters balked, as they were not consulted in this move, and had outstanding contracts. Ads actually run during the next year and until Super Bowl making Jan 2, 1971, effective date. [Whiteside 1975, p96ff]

- "... the offer can be viewed as one of the shrewdest business decisions the industry ever made." Cullman testifies to committee, echoing the Code content, declaring intention "to continue to avoid advertising to young persons ... to avoid advertising which represents that cigarette smoking is essential to social prominence, success or sexual attraction; and to refrain from depicting smokers engaged in sports or other activities requiring stamina or conditioning beyond normal recreation." Consumers Reports later finds these intentions "sound a bit hollow measured against today's (1976) performance" and mention VIRGINIA SLIMS Tennis for Cullman's own brand. [Consumers Report 1976, p278]

- Former FTC head under Carter, Michael Pertschuk, feels the ban helped industry. The visibility of TV, while a commercial asset, was a serious political liability, so the ban "removed from public consciousness the most visible goad and stimulus to government regulation; the ubiquitous presence in the home of the cigarette commercials." [Pertschuk 1982, p122] Many other analysts agree. [Miles 1982, Warner 1979, Calfee 1985, Schneider, Benjamin and Murphy 1981]

- Aug. 29. New York Times runs editorial announcing their requirement of health warning "in plainly legible form" in advertising on their pages. On September 4, American Tobacco runs full page ad in New York Times: "WHY WE'RE DROPPING THE NEW YORK TIMES." [Whiteside 1975] [NOTE: Ad does NOT clearly mention NYTimes warning requirement, but the ad probably still served as a warning to all other New York based media.]

- FTC files first subpoenas seeking marketing and advertising plans from Tobacco companies. [Miles 1982, p80] [NOTE: Information doesn't appear until FTC 1981 report, issued in 1983. The information there, while embarassing to the Ted Bates agency and Brown and Williamson, is sketchy compared to normal operating procedures of advertising agencies, consumer good firms, and modern marketing techniques.]

- WINSTON tries another ungrammatical campaign theme: "We and our WINSTONS"

1970

- Landry, Group VP for PHILIP MORRIS, reports that with cigarette leaving TV, the representatives from the magazines were showing up at the headquarters as if it were a scene "like the reading of the will." Pages volume climbs

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Source: https://www.industrydocuments.ucsf.edu/docs/lnbl0000

rapidly in most major magazines. A few refuse ads: Mademoiselle because of young audiences, Readers Digest, Saturday Review, New Yorker. But Time, Life, Look, etc. all see jumps of 100 to 300 percent over the next few years. [Whiteside 1975] [NOTE: The 1970s see new vigor in magazine publishing, especially for small special interest publications.]

- FCC Rules that the Fairness Doctrine no longer applies to smoking. [Doron 1979]

- VIRGINIA SLIMS starts women's pro tour Tennis sponsorship (despite Cullman's testimony to Congress), give away free samples at entrances, contract players not to take public position opposing cigarette sponsorship. [Ernster 1985]

- FTC gets written pledges that six manufacturers would include Tar and Nicotine info in all ads, coming full circle from banning, tolerating, now requiring. [Calfee 1986]

- Advertising running about 6% of sales dollars. Common to spend $5 million or more on new brands. 1970 TV budget for WINSTON $27 million, MARLBORO, 18.7 million, SALEM 18.7 million. [Harvard 1971] Industry total, all media: $312.7 million. (Advertising Age, May 17, 1971,p32)

- PHILIP MORRIS CO. doing quarterly National Tracking studies, also doing WATS line telephone interviews with 3000 or so "primary" respondents 18 years old and up. They tell on family members for share data on 4607 respondents. [confidential copies of studies]

- Dec. 31, FTC Annual Report:

Comment on VIRGINIA SLIMS: "The logic may be dubious, but the intent is clear to associate VIRGINIA SLIMS with femininity." Notes EVE competition. Notes that "the existence of cigarette advertising reassures some people--both smokers and non-smokers -- who believe that if the product were really dangerous to health, the government would not allow it to be sold, let alone advertised." Notes WINSTON "What do you want good grammar, or good taste?" reference to controversy more than a decade old, about "WINSTON tastes good like as cigarette should (vs. "as a cigarette should.")"

1971

- Billboard (outdoor) spending estimated at $40 million, an increase of a thousand percent from 1970. [Whiteside 1975] Total spending in print and outdoor jumps 277% from 1970 to 1971. [Miles 1982]

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Source: https://www.industrydocuments.ucsf.edu/docs/lnbl0000

- L&M introduces EVE with double page spreads in women's mags, competing toe to toe with VIRGINIA SLIMS. Uses very floral package design. [Whiteside 1975]

- WINSTON "What do you want, good grammar or good taste?"

- VIRGINIA SLIMS Tennis Tourney plays twenty cities. Started with 8 pros including Billie Jean King and Rosemary Casals. (Media Manual)

- VIRGINIA SLIMS and L&M Jingles empty of any information. "This is the L&M moment." and "You've come a long way baby to get where you got to today." [Norbach 1976]

- Tobacco Institute sends offer of "mechanicals" for a "simple public service ads" to 17,500 publishers. Ads said: "If you are worried about cigarettes, may we confuse you with some facts." It sought people to request booklet "The Cigarette Controversy." Hires Intermedia, sets aside budget of $500,000. Publishes similar ads "in the backs of some dozen "thought leader" magazines in 1972 and 1973. Get 3,800 requests. None published in 1975 or thereafter. [Media Advertising - A Review, July 1977, Confidential T25786ff]

- Dec 31, FTC Annual Report:
notes "significant increase" (2%) in sales in 1971.
notes: VIRGINIA SLIMS premiums: Key cases, necklaces, calendars

1972

- Advertising Age (Jan 3, p45) reflects on 1971: "Tobacco men are smiling and counting their blessings as they end their first year of enforced abstinence from broadcast advertising. [in Miles 1982, p265]

- Life ceases publishing as weekly, resuming in 1978 as monthly.

- Health warnings extended to advertising, initially by FTC action and only by legislation in 1984. [Calfee 1987] Negotiated in late 1971, implemented between May and Oct 1972, so all ads by Oct. had warnings. (Generous lead time for simple addendum to ad layout.)

- Dec 31, FTC Annual Report: concern with two dozen "small cigars" being advertised, some on TV.
VIRGINIA SLIMS premiums: make-up brushes, engagement calendars.

1973

- Tobacco firms considered introducing cigars and pipe tobacco with same brand name as cigarettes to maintain broadcast media exposure [Miles 1982, p81]

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Source: https://www.industrydocuments.ucsf.edu/docs/lnbl0000

- FTC rejects Banzhaf request to ban TV ads for "little cigars", deferring to Congress. [Doron 1979]

-Dec 31, FTC Annual Report: notes Little Cigar act of 1973 occurred because one manufacturer [unnamed] refused to desist from using broadcast media.

1974

- Banzhaf requests a ban on Billboard advertising

- study begun on size and (in)effectiveness of warning

- FCC now rules that Fairness Doctrine is limited to only "broadcast viewpoints" not product commercials. [Doron 1979]

- Draper Daniel's (MARLBORO agency man at Leo Burnett) on reflection:
"I don't think cigarettes ought to be advertised...successful cigarette advertising involves showing the kinds of people most people would like to be, doing the things most people would like to do, and smoking up a storm. I don't know any way of doing this that doesn't tempt young people to smoke, and, in view of my present knowledge, this is something I prefer not to do. Logically and verbally, all cigarette advertising confines itself to boosting the virtue of one brand over another and is address to people who already smoke. Visually and emotionally, however, the most effective cigarette advertising projects the impressions that smoking gives you a great sensation." [Daniels 1974, p245-246]

- PHILIP MORRIS tracking studies final quarterly report (before resuming annual basis): find ad awareness holding steady at about 40%, the level it fell to just after TV dropped. Health is till a factor, brand switching down since TV ad ban, ad recall as "recent" for more than half of respondents for VIRGINIA SLIMS, SALEM and MARLBORO. Other brands less. [Confidential, Jan-Feb 1974 Tracking Study, Marketing Research dept., PHILIP MORRIS CO.]

- Dec 31, FTC Annual Report:
VIRGINIA SLIMS offers premium of TOOL KIT
comments of TRUE theme of "Gentle on Your Mind"

1975

- Dec 31, FTC Annual Report:
Comment re TRUE advertising which "appears to equate the consequences of switching to the TRUE with the beneficial consequences of quitting."

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Source: https://www.industrydocuments.ucsf.edu/docs/lnbl0000

Aug. 1, FTC moves against all six major firms to police "clear and conspicuous" warnings for being too small, or improperly located, or in wrong langauge, or absent entirely. Publishes the detailed orders operationally defining "clear and conspicuous" warnings in a series of complaints. Requests Department of Justice to seek monetary civil penalties (fines) to establish trust fund to underwrite anti-smoking public service ads. (p6)

1976

- PHILIP MORRIS CO. blocks US showing of the (sensational) film "Death in the West," a BBC production interlacing MARLBORO ads with interviews with actual diseased and dying cowboys. [Business of Smoking 1983]

- June 22; Congressman Edwards (Calif) writes to Chairman of FTC accusing cigarette companies of "behaving irresponsibly and with a nearly total disregard for the health of our young people....too many (ads) encourage people, particularly the young, to start smoking, or, if already smokers, to smoke more ... one is daily bombarded by billboard, newspaper and magazine ads suggesting that with cigarettes, life is more fun, sexier and more glamorous." He presents British self-regulatory code, which is somewhat more stringent appearing than US. (UK has good reputation for self regulation.)[001486 ff]

- Refusers of cigarette ads are: Reader's Digest, National Geographic, Good Housekeeping, New Yorker, Christian Science Monitor. Good Housekeeping estimates it could book 120 pages for revenue of $3.6 million per year. New York Times carried 377 pages, worth about $4 million in 1975. [Consumers Report 1976]

- Magazine spending now $152 million (vs. $62 million in 1970, UP about 150%). Academic survey of leading national magazines "unable to find a single article in seven years of publication that would give readers any clear notion of the nature and extent of the medical and social havoc...the records of national magazines that accept cigarette advertising can only be called dismal... Time and Newsweek..neither magazine in the seven year period has published anything resembling a comprehensive account (even in cancer stories, cigarette are dealt with in passing) ... Newsweek chart of the "Top Ten Suspects" in causing cancer listed the ten suspected carcinogens in alphabetical order...tobacco appearing ninth...one must conclude that advertising revenue can indeed silence the editors of American magazines." [Smith 1978]

- Dec 31, FTC Annual Report:

May 1976 - relaunches in depth investigation to obtain marketing and advertising planning and research documents. Subpoenas sent to six majors firms, 20 advertising agencies, two cigarette industry groups. Motions to limit or quash received from all 28 respondents. In May 1977, these motions granted in part and denied in part, [but must be appealed as in January 1979

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Source: https://www.industrydocuments.ucsf.edu/docs/lnbl0000

federal judge directs manufacturers and agencies to turn over consumer research and advertising information from 1964 to present - Tobacco Institute chronology]

1977

- RJReynolds Marketing Plan for SALEM: "Motivational Research has identified the phenomenon of image projection as a highly motivating force. Therefore, through the association of SALEM and its brand styles with emulatable personalities and situational elements that are compatible with the aspirations and lifestyles of contemporary young adults, this important target segment will be attracted to the brand." [FTC 1981, Confidential Deletions]

- Liggett & Meyers documents show that their LARK photos of balloons ought to give the consumer an association with "lightness and exhilaration" as part of a positioning as a "youthful, contemporary brand" [FTC 1981, Confidential Deletions]

- Brown & Williamson, Ted Bates, create an advertising strategy "designed to suppress or minimize public concern about the health effects of smoking." Use research firm to run a number of focus groups that suggests the vital importance of "rationalization and repression" to counter perception otherwise of smoking as "illogical, irrational and stupid." The report outlines in a whole chapter, "How to reduce Objections to a Cigarette" while avoiding direct reminders. ("Try to go around it (health concern) in an elegant manner, but don't try to fight it - it's a losing war.") It admits that there "are not any real, absolute, positive qualities and attributes in a cigarette"..and recommends "presenting a picture or situation ambiguous enough to provide smokers with a rationale for their behavior and a means of repressing their health concerns."

Another chapter focuses on "starters", primarily the very young, for whom the cigarette is an "illicit pleasure..like wine, beer, shaving, wearing a bra (or purposely <u>not</u> wearing one), declaration of independence and striving for self identity. Recommended are: "present cigarette as one of a few initiations into the adult world...illicit pleasure...<u>don't</u> communicate health or health related points." Viceroy adopted many of these point in their "Viceroy Strategy", echoing some of these words and adapting ideas to "free and easy, hedonistic lifestyle." Brown & Williamson documents also show attempts to capitalize of the erroneous perception of health benefit to menthol for KOOL in 1976, which their own documents called "pseudo-health image." [FTC 1981, Confidential Deletions]

- Chicago broadcaster, Walter Jacobson, loses $5 million libel case in 1985 for repeating FTC report information (as also appeared in Lexington, KY papers) on air, without including disclaimer from cigarette company, Brown & Williamson that it had never used the campaign and had dismissed the agency

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Source: https://www.industrydocuments.ucsf.edu/docs/lnbl0000

that suggested it. [New York Times, 1985]

- REAL launched by RJReynolds with budget of $40 million for "boxcar loads of display materials, more than 25 million sample packages, the biggest billboard overlooking Times Square, the summer long services of 2,000 salesmen..and advertising, according to the agency running the campaign, on everything but painted rocks." - Lots of Secrecy: "Papers were distributed behind sealed doors, kept in locked drawers, handled by staff with special clearances, and tossed into shredders....and false bits of information were put out to deceive the prying public and the competition." A. Ritchy, project director: "We used all the techniques of military intelligence." [Crittenden 1977]

- Flavor enhancers in REAL are "natural" like licorice or cocoa, permitting "natural" appeal. "We're aren't saying that artificial additives aren't safe, or that REAL is safer than other cigarette We're just saying that REAL is natural"(hence name): Allan Johnston, new products division. Recovery of investment planned for and expected within 33 months. [Crittenden 1977]

- The original ads, featuring a tobacco leaf and long copy, got replaced with young adventurous, active people in dune buggies, etc., suggesting life style ads more effective than product focus of "Real = Natural". [FTC 1981, Public, p2-11]

- Brown & Williamson to spend $50 million through Ted Bates on just the product line extension of KOOL super lights. KOOL Super Lights campaign to appear "in every conceivable non-broadcast medium, and even an inconceivable one" - 1,500 "Beetleboards," painted up VW beetles. [Dougherty 1977]

- budgets for MARLBORO and MERIT estimated at $30 million each. [Crittenden 1977] MERIT success described as "spectacular"..despite being restricted ..to print media "the ban has not seriously hampered brand marketing strategy development....Print have proven to be a more than adequate substitute for the more intrusive and transient broadcast media." [Teel 1979]

- VIRGINIA SLIMS has award winning self liquidating premium promotion for "Ginny Jogger" sweatsuit. Distributes 30,000, 50% more than expected. In mid-70 distributes a total of about 400,00 items: "You've come a long way, Baby" T-shirts (200,000);, same on Jerseys (110,000)) and sweaters (70,000). All require cash and proof of purchase. [Robinson 1978]

- 4/30, FTC sues in continuing effort to get release of marketing and advertising documents [Doron 1979]

- FTC receives large academic report from famed psychologist Fishbein which concludes that, despite existing warnings, 'The American public is not currently well informed..and there is a great deal that could be done immediately." [Fishbein 1977, p102] FTC :ses this for arguments for intensifying and rotating warnings.

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- Banzhaf of ASH, at Oct 11 "informal informational hearing" regarding Fishbein report, is strongly critical of FTC for inviting only one anti-smoking health group to meeting, for "studying the problem to death," for failing to take appropriate action within its statutory mandate, and for staff members present failing to ask questions or engage in dialogue, concluding with a charge of 'stonewalling.' [Confidential 03047058]

- FTC Annual Report: not released until Jan 17, 1979.

1978

- Copy tests by Starch for cigarette ads in 24 magazines for FTC show only 2.4% of adults read the Surgeon General's warning. They conclude it needs to be made more vivid, concrete, dramatic ... to compete with rich photographic imagery. [FTC 1981, Public]

- Cigarette advertising spends more in one day than the National Clearinghouse on Smoking and Health, the government's primary agency, spent in whole year. [FTC 1981 Public]

- Joseph Califano attempts to form a new office on Smoking and Health, which many Washington, DC observers think contributes to his dismissal as head of Health, Education and Welfare. [Miles 1982, p223]

- FACT cigarette ad agency recommends "More complete health protection through selective gas filtration." but Brown & Williamson executives decide against "gas" campaign because much education would be required and overt health references..with"appalling" possible regulatory ramifications,,and possible increase in quitting rates among smokers. (let sleeping dogs lie) [FTC 1981, Confidential Deletions]

- PR efforts get research assistance. Roper Organization, Inc. [1978], "A Study of Public Attitudes Toward Cigarette Smoking and the Tobacco Industry in 1978," in FTC Report to Congress, Appendix B, p50. (cited at length in Miles 1982, p219ff] summarizes pros and cons and suggests tactics of: 3] "noisily file an action with the FTC the next time public service advertising misquotes the facts..demand..'corrective' advertising as Listerine was required to do." 4] make public aware of costs of government programs, 5] use "where will it all end?" argument to blunt anti-smoking regulation, 6] divide the "relatively unexcited" from the anti-smoking advocates by portraying these "zealots..with an unreasonable (intolerant) fear of cigarette smoking."

- Tobacco Institute ads paint objectors to passive smoke as "intolerant" or "paranoid" minority who are "building walls."

- Advertising Age describes Xmas MARLBORO ad with absolutely no copy, save boxed warning in corner: "A valley of snow holds a lo$_{s}$ farmhouse under a

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Source: https://www.industrydocuments.ucsf.edu/docs/lnbl0000

blanket of white. Smoke rises in the still air from the chimney. A lone cowboy rides his horse through the virgin snow, dragging a Christmas tree by a rope....It's hard to imagine a more evocative American image..the reflective pleasure of tobacco pervades the ad. It unifies the desire for a perfect Christmas with the experience of smoking. The Surgeon General has no chance against this." (Dec. 25, 1978, p18)"

- FTC Annual Report: Notes attack on youth by WINSTON with campaign idea about "WINSTON may not be where you start. But when your taste grows up..."
Notes that subpoenaed documents have started to arrive and are presently being analyzed.

1979

- Jan 11. Secretary of Health, Education and Welfare, Joseph Califano's introduction to the new Surgeon General's Report on Smoking and Health [1979, i-iv] describes cigarette smoking as "even more dangerous - indeed, far more dangerous - than was supposed in 1964 ... lung cancer has increased fivefold among since 1955. Women who smoke like men die like men who smoke. ... demolishes the claims made by cigarette manufacturers ... that the scientific evidence was sketchy ... those claims, empoty then, are utterly vacuous now... even the cigarette industry's own research from January 1964 through December 1973 ... confirmed the lethal dangers of cigarette smoking ... it is the children who are the main focus of our efforts to inform and persuade. It is nothing short of a national tragedy that so much death and disease are wrought by a powerful habit often taken up by unsuspecting children, lured by seductive multimillion dollar cigarette advertising campaigns."

- NEWPORT - "alive with pleasure"

- 38 Congressmen sign letter of Feb. 1 to FTC Chair, Pertschuk, alarmed "that the percentage of girls aged 12 to 14 who smoke has increased eightfold since 1968" [citing 1979 Surgeon Generals data]. Requests that FTC "begin negotiations with the major tobacco manufacturers and their advertising firms to initiate a voluntary agreement." Lead by Edwards of California. [002127]

- Women's magazines have many cigarette ads, as many as 20 per issue. These include 6 of the 10 largest mags. Exceptions; Good Housekeeping, 17 [Ernster 1985] Editorial policy of magazines strongly affected 1967-1979 (0 - 2 articles over entire time span) [Whelan et.al. 1981] This 'taming' of potential criticism includes MS and National Organization of Women (NOW), whose annual program is partly underwritten by PHILIP MORRIS creating "equal opportunity tragedy" as neither group is vocal about dramatic increases in lung cancer among women. [Ernster 1985]

- FTC consultant of readability proposes warning: "Danger: Tests prove Cigarettes can Kill You." [Tobacco Institute chronology, p8]

- New York Times (Feb 4, 1979, p4) reports that Californians for Common Sense

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Source: https://www.industrydocuments.ucsf.edu/docs/lnbl0000

spent $6,002,333 in a campaign against Proposition 5 - a Clean Indoor Air referendum, about 10 times more than grass roots citizen groups $658,422. This reversed 58% in favor of Clean Indoor Air (smoking controls) to 54% against. Over 6 million (of 6,002,333 had been contributed by RJReynolds, Philip Morris, Brown & Williamson and P. Lorillard. [Harvard 1982, p6]

- KENT ad budget = $30 million. MERIT = $26 million. Top 5 outdoor advertisers were the five largest cigarette companies, with almost half (50%) of all billboards for cigarettes. "The large and still increasing use of outdoor cigarette advertising is especially important because the current health warning is probably least effective on a billboard." [FTC 1981, Public]

- Tobacco contributes 82% of profit of PHILIP MORRIS CO., despite Miller, Miller Lite, 7 Up. During past decade earnings up at compounded annual rate of 24% (very high - doubles every 3 years). [Weissman 1981]

1980

- in early 1980s, cigarette industry "one of the most consistently profitable segments of US manufacturing..higher growth rates...than the US industry as a whole. [Harvard 1983] Much brand proliferation, and development of segmentation, especially status segment and value segment.

- Emerson Foote, ex - Chairman of Board of McCann Erikson comments on industry's public positions: 1) On advertising goals as only for brand switching: - "I don't think anyone really believes this...I suspect that creating a positive climate of social acceptability for smoking, which encourages new smokers to join the market, is of greater importance to the industry...The implied message is 'if it is alright to advertise, the product can't be that bad.'" "In recent years the cigarette industry has been artfully maintaining that cigarette advertising has nothing to do with total sales. Take my word for it, this is complete and utter nonsense. The industry knows it is nonsense and, I suspect, the public knows it is nonsense. ...The argument is only advanced to undermine efforts to restrict tobacco promotion." [Foote 1981]

- Brown & Williamson launches BARCLAY with record $150 million budget, offers free carton through a free 800 telephone number. FTC sues for false advertising over "99% tar free" and not using standard FTC test method. [Business of Smoking 1983] - BARCLAY (Brown & Williamson) has special filter with air channels, that beats the FTC testing procedure to get low data, but human lips crush the air channels so that 'compensation' results in much higher tar/nicotine. Case prompted by two competitors who, interestingly, did not use the National Advertising Division of the National Advertising Review Board (NAD-NARB) self-regulatory mechanism. [Calfee 1987][also Miles 1982, who notes the 99% tar free claim confused even Advertising Age staff writers, p216]

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Source: https://www.industrydocuments.ucsf.edu/docs/lnbl0000

- PHILIP MORRIS CO. spends $60 million for CAMBRIDGE. [Harvard 1983]

- resurgence of chewing tobacco among young men , inc. Northern cities. Heavy use of sports stars - esp. baseball where it has a tradition. Used testimonials from Joe Namath, Terry Bradshaw, Catfish Hunter, Carlton Fisk, etc. Free samples at colleges. Candy "chew" also available to little kids from Wrigley subsidiary. [Christen and Glover 1987; Glover, et al 1982] [NOTE: Major brands, like MARLBORO, also granting licence to candy manufacturers to market MARLBORO candy cigarettes. Unknown when this began.]

- Cigarette advertising revenues account for 10% of ad revenue for magazines, 14% of product advertising of newspapers, 31% of all outdoor and 52% of newspaper supplements [presumably % of national activity only] [Hutchings 1981]

- Coupons and free samples have increased 1,000% over the past five years. [Blum 1980, echoed by FTC 1981]

- FTC Annual Report:issued Nov. 15, 1982

1981

- July 81 - got consent orders against five cigarette companies re: violations of 1972 consent orders re warning sizes, placements. Each also to pay civil penalties. RJReynolds still in litigation.

- American Association of Advertising Agencies (AAAA) Research Committee comments on various FTC research studies. In criticizing Fishbein's [1977] suggestion that warning are insufficient and that benefits of not smoking must be communicated in a personally relevant way, they say: "..he hypothesizes that smoking is a rational decision. As such it can be influenced. There is no evidence to support this contention." This is literally their bottom line of comment, authored by Senior VP of Research at Dancer Fitzgerald Sample advertising agency - describing smoking "decisions" as not rational. [Ohlsten, Jerome W. 1981, AAAA: Comments on FTC Research," p4. CONFIDENTIAL, Court Exhibit stamped pages 348-351.]

- $800 million on all cigarette advertising and 200 million more on sampling and dealer promotional allowances. [Hutchings 1981]

- Women the "big target" [O'Connor 1981]

- PHILIP MORRIS CO. starts public opinion survey, "The MERIT Report" designed to get TV exposure of brand on news shows. [Business of Smoking 1983]

- Lexington, Kentucky Herald Leader creates sensation with story that Brown & Williamson planned, with the Ted Bates agency, to promote confusion about the dangers of smoking and preparing strategy explicitly for attracting young

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smokers by portraying cigarette as an initiation into the adult world as one of the "illicit pleasures." Also reports many of the ideas adopted into Viceroy campaign. [Business of Smoking 1983]

- Louisville Courier Journal quotes a Brown & Williamson marketing employee: "Nobody is stupid enough to put it in writing or even in words, but there is always the presumption that your marketing approach should contain some element of market expansion, and market expansion in this industry means two things - kids and women. I think that governs the thinking of all the companies." (Pertschuk statement to FTC, May 3, 1984 as in Warner 1985]

- FTC Staff report is very thorough, compared to some of pro forma annual reports. Private version includes confidential marketing plan info. Recent Trends (p2-8 ff): In the (last) sixteen years there has been little change..ads have continued to attempt to allay anxieties about the hazards of smoking and to associate smoking with good health, youthful vigor, social and professional success..thus the cigarette is portrayed as an integral part of youth, happiness, attractiveness, personal success and an active, vigorous, strenuous lifestyle." Cites many, many examples from some campaigns: Benson and Hedges, "I like your Style" showing young people in various athletic and outdoor activities; Newport, "Alive with pleasure" "Revive your taste"... strenuous, outdoor activity, and a clean, outdoor environment,..(implied health claims) "With Vantage, I don't have as many problems with smoking" or "Smoking, Here's what I'm doing about it," or "I decided to either quit or smoke TRUE. I smoke TRUE." ..."The ads are rich in thematic imagery associating smoking with warmth, friendliness, outdoor activities, athletics, and individualism," Balance of report is review of legal issues, and proposals for rotational health warnings, tested formats, etc. [FTC 1981, Public]

- A review of surveys subpoenaed by FTC shows a surprisingly large percentage of smokers ignorant about health risks - "nearly one in four heavy smokers did not know (in 1978) that smoking had any harmful effects." Another study found 20% of two pack a day or more "not hazardous, or don't know". 41% of smokers did not think that a typical 30 year old male shortened his life expectancy at all. Even those who did know underestimated health impact by 3 or 4 years. In 1978, half of all respondents and 2/3 of smokers did not think cigarette smoking made "a great deal of difference" in life expectancy. [FTC 1981, Confidential Deletions]

1982

- MARLBORO alone holds almost 20% market share, up 6.7% over previous year. One share point almost 7 BILLION cigarettes. Generics, provided by last place Liggett, are held to be no threat by Lorillard because "once you lay your cigarettes on the table, they are there for everyone to see." New market is "snob" markets (BENSON & HEDGES, RITZ, etc.) New Product launch promotional budget required: $80 million. (Business Week 1982)

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Source: https://www.industrydocuments.ucsf.edu/docs/lnbl0000

- Sponsorship of sports plentiful: LUCKY STRIKE, bowling, darts. National Hockey League salute, sports page ads in New York Times, New York Post; RALEIGH, rodeo; KENT, ladies golf, Friday Wall Street Journal sports. (Loews also places cigarette posters in movies theatres for Lorillard, hitting 15-25 crowd very intensely); L&M Celebrity Golf, VIRGINIA SLIMS Tennis, MARLBORO Grand Prix, horseraces, baseball and football stadium signs at key camera angles, ads in programs of National Football League, Baseball teams, etc, US Olympic Training Center, country music tour, country store, sample distribution, art exhibits, etc. KENT grants licence to use KENT logo on gourmet foods; bread, brie, wine, fish, pastry, ice cream. [Business of Smoking 1983]

- SATIN intro, with budget Advertising Age estimated at $50-60 million. Aimed at women with self-indulgent "Spoil Yourself" slogan [Business of Smoking 1983]

- Harvard Business School publishes case on "International Strategy of Philip Morris" and has a few others on PM on problems diversification or finance, but NOT on cigarette marketing. [NOTE: It is remarkable that a major marketing activity like cigarette marketing is NOT included in the thousands of cases written over the years. This is a conspicuous absence. The same can be said for creative competitions for advertising, as the industry is conspicuously absent from all such books, reels, etc. - shunning potential honors from professional peers.]

- MORE sponsors 18 fashion shows, with PR in major magazines. [Ernster 1985]

- Tobacco is highest yielding agricultural crop in America - average return of $2,124 per acre, vs $71 for wheat, a ratio of 30 to 1. [Harvard 1982]

- Total promotional spending on cigarettes reaches 2 Billion Dollars, up 25% Over 1981, doubling since 1979. Sampling dollars double from 1981, and climbs another 65% in 1963. [FTC 1982-1983, issued June 1985] [Note: "promotional spending" includes premiums, contests, dealer allowances, sampling, merchandising displays, etc. The total may represent 1985 levels.]

1983

- Sponsorship of sporting events: RJReynolds - Team America Pro Soccer, Western Rodeo. Philip Morris allocates over 14 million for VIRGINIA SLIMS TENNIS Tournaments. [FTC 1982-1983]

- Toll free 800 telephone offer two free SATIN packs and female pouch. Gets 1.3 million calls in 10 days. [Ernster 1985]

- [Sobczynski 1983], "Marketers Clamor to offer Lady a Cigaret," Advertising Age.

- PHILIP MORRIS places 360,000 point of purchase displays. Nine field reps

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Source: https://www.industrydocuments.ucsf.edu/docs/lnbl0000

are "constantly on the road, evaluating and recommending locations (for large striding MARLBORO Man signs)." [Pollay 1987]

- ABC News 20/20 (Oct. 20) reports cigarette representatives giving away free cigarettes to young people attending rock concerts and sponsoring a variety of youth-oriented athletic and musical events. [Tye 1985]

- Since 1954-1983, Council for Tobacco Research spent $83 million, a 20 year expense that equals the advertising $ for just 20 days. [Tye 1985]

- Hot topic is luxury brands, elite, status-conscious, "opulent ads, regal-looking gold script on packs, satin tipped cigarettes, and the ultra-chic black pack." (Also some segmentation with generics, rebates, 25 for 20 brands). To succeed a new brand must earn 1/2 of 1% MS, about 85 million revenue per year. [Schriber 1983]

- "retail price competition is virtually unknown." [Harvard 1983, p5]

1984

- industry manages to "remove any reference to the words 'death,' miscarriage' and 'addiction' from rotating warning approved by Congress. Rotated are warning about heart, lungs, pregnancy, and that quitting now helps. Also exempts all export cigarettes from ANY warnings at all. [Tye 1985]

- Press conference of American Cancer Society, American Lung (Society?), etc "charged that current cigarette advertising violates those (1969) standards." citing a RJReynolds ads with ballet dancer smoking a VANTAGE after a workout, BRIGHT cigarette with skiers, swimmers and a WINSTON with mountain climber. RJReynolds running full page ads in major newspaper and magazines to refute anti-smoking claims (e.g second hand smoke). Doing this on their own, disappointed in Tobacco Institute recent efforts. Art Ulene, former heavy smoker and NBC's Today show health reporter, called these ads "deceitful and dangerous...they only confuse the public, they don't clarify the issues..I think an ad campaign of this sort brings shame on the entire ad community." [Leroux 1984a] [Note: See later court decision granting cigarette advocacy advertising the "right to deceive."]

1985

- PHILIP MORRIS launches a quarterly PHILIP MORRIS Magazine, the first magazine explicitly aimed at smokers. First issue includes feature of a history of smoking in the White House. (Fortune, May 25, 1987. p104)

- Cigarettes contribute 92% of profit of PHILIP MORRIS CO., despite Miller, Miller Lite, 7 Up. Described as "staggering profits in tobacco...PHILIP MORRIS makes money on cigarettes faster than the United States Mint...(with) MARLBORO - "Big Red," as it is known in the trade, representing 61% of

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cigarette sales ... It's the ultimate cash cow." MARLBORO enjoys 40% market share of all smokers under the age of 24. [Meyers 1985] [This seems to imply about 55% of all profit comes from MARLBORO alone.]

- Content analysis by Health Planning professor studying ads in Time, 1929-84 concludes the "industry advertising directors may have concluded that the most effective contemporary response to health concerns is an indirect one: conveying visual images of vibrant, physically fit, successful, sociable, and sexy people in physically active or glamorous settings, in other words, associating smoking with people who are the very 'picture of health'" [Warner 1985]

- "It is inconceivable that cigarette marketers, who employ costly and sophisticated research techniques..without being cognizant of the potential impact on young people." [Tye 1985, p325]

1986

- cigarette advertising today "consistently upbeat quality, the alluring portraits of the joys of smoking..with hardly a mention of the health risks"..."unabashedly promotes the pleasures of smoking" but this blamed on regulation. [Calfee 1986]

- MARLBORO offers country music tapes, expects a million cassettes in distribution. Also sponsors Formula One and other racing cars, horse races, and a MARLBORO Ski Challenge at 17 ski resorts. [Tarnoff 1986]

- AMA proposes total ban on cigarette advertising. Total promotional dollars for cigarettes now about 2 BILLION domestically (5.5 million per day) Includes: sponsoring sports and culture; marketing of clothes and products with logos; planting cigarettes in films; publicity events, skywriting, inflatable displays; discount coupons and free samples; POP and merchandising materials. [AMA 1986]

- Canadian cigarette marketers charged with violations of virtually all self regulation guidelines, such as: billboards near schools, use of underage models, sponsoring sports (ski), etc. Self reg. described as just a PR exercise. as complaints can only be brought by manufacturers against one another, not by the public. [Catalog of Deception 1986]

- U.S. self regulation, National Advertising Review Board, co-sponsored by American Advertising Federation (AAF), Association of National Advertisers (ANA), American Association of Advertising Agencies (AAAA) and Better Business Bureaus (BBB), hears complaints from one manufacturer about another, although consumers and consumer organizations can also initiate. [NOTE: I find no record of use this self regulatory mechanism by tobacco firms. Natural competition in all other consumer goods industries leads to frequent complaints regarding claims, wording, substantiation data, etc. The "Lowest Tar" battle between NOW and CARLTON would be a natural for this arena.]

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1987

- "Administrative law judge at FTC ruled that the Commission could NOT act on RJReynolds advocacy advertisement that put forth the company's views on the "second hand smoke" argument...(saying) that even though it involved cigarettes, the ad's intent was not to sell a brand. And since it was not mere commercial speech, it was "entitled to the full protection of the First Amendment, including the freedom to deceive. (emphasis added)" Even O'Toole, ex-Chairman of Foote, Cone, Belding, now Executive Vice President of AAAA and major industry spokesperson and author finds this a "baroque convolution in legislative and regulatory thinking." Currently under appeal in 1987. Current status? [O'Toole 1987]

- PHILIP MORRIS CO. signs Conner (sailing's America's Cup repeat winner) for MERIT [Raissman 1987] PHILIP MORRIS also sponsoring Brooklyn Academy of Music Next Wave Festival (showing diverse segments)[Fortune, Aug. 3, 1987, p45]

- Photographer Mike Reinhardt (SALEM, WINSTON, PLAYERS, LUCKY STRIKE) gets fees and expenses of $20,000 to $30,000 a day, for a couple of weeks work. (In cigarette advertising).."you have the luxury to do things right. The complexity of the shoots borders on the magnitude of making a television commercial." Article bemoans threats to this lavish spending. [Russell 1987]

- Canada's Conservative government announces intention to institute a total ban on cigarette advertising and promotions to start effective Jan 1, 1989.

- American Advertising Federation, a Washington industry lobbying group, form "a special tobacco task force..to plan and coordinate lobbying efforts...AAF rebuffed congressional ad ban proposals on several fronts. Extensive lobbying was conducted against two tobacco ad ban bills..provided reps. to testify..at two congressional hearings....AD PAC (political action committee) was able to support a number of key Senators and Congressmen that have demonstrated an understanding of advertising's important role in the economy." [AAF 1987, p3]

- Current industry trends:

retail profit rate 13.6% of gross $;
new brands, line extension, especially in "value segments" [25 for 20-RICHLAND, CENTURY, generics, private label],
shift to convenience store (18% of total sales) and single pack sales,
major shift in spending from pure advertising to promotions (coupons, incentives, merchandising displays, promotional allowance to trade, premiums, special events, etc) as now 60% of total spending is promotions, vs. only 30% in 1982,
smokeless [chewing] tobacco down,
All firms offering DPP (direct product profit) analyses to trade, along with merchandising racks, POP materials ('free' for preferred placement as quid pro quo.)

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Liggett & Meyers making 300 private labels.
Reynolds testing MAGNA at various price points. Aimed at "image conscious" 18-34 year olds.
American testing MALIBU in three sites.
NEWPORT going to regional advertising strategies.
Brown & Williamson still heavy in print: magazines and newspapers
Philip Morris - MARLBORO: Country Music Tour plays 18 cities to audiences of at least 500,000.

[Progressive Grocer 1987]

- Current Applied Psychology language and thinking, from "Advertising and Consumer Psychology" conference at University of Illinois, 1987. Attended and contributed to by the leading researchers from both ad agencies and university departments of advertising, consumer behavior and marketing from business schools. Among other topics, we discuss creating ads that are:

transformational, not informational
managing the "meaning making"
focusing consumer induction
rehearsing future product experience
transforming ambiguous product experience
capitalizing on the "myth of self immunity"
blocking counter arguments
doing dramas, not lectures because
- lectures precipitate discounting, derogating, counter-arguing
- BUT dramas precipitate "observation and inference"
- make consumer's conclusions seem like "mine" (despite advertising as source stimulus)
- "bypasses defenses" against outside ideas
- "provides free samples of the emotional rewards associated with the brand" [see, for example, Wells 1987]

NOTE ON CIGARETTE BRAND NAMES:

Many have purposeful thematic meaning and connotations, such as:

Virtue: REAL, TRUE, MERIT, FACT, (ad)VANTAGE
Status: RICH, RITZ, TRIUMPH, MORE
Wholesome: SPRING, OASIS, FRESH, BREEZE, BRIGHT, even LIFE itself.

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